



The Tip Jar

Best web practices to help you improve your online content

Issue 10

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Issue 10: Summer round-up

Highlights from a year of tips and tricks

For our summer round-up, here's a summary of the topics we've covered so far. Take a look at the [Tip Jar archive](#) on the [Editor Hub](#) for more.

Contact us at webhelp@phsa.ca any time with questions, comments, problems or ideas.

The tips

Fresh content

- Review your content regularly, and update links to keep them fresh.
- You lose credibility if your content is stale; and Google and other search engines rank recently updated pages higher than old ones.
- Avoid using "Page last updated" or "Content to come" on your pages. It reduces readers' confidence in your content.

See [Issue 1: Fresh content](#) (PDF) for more.

Layout: make pages readable

- Put important content front and centre.
- Keep it short and simple.
- Write visually and use lists.
- Break your content up into pieces: bites, snacks and meals.

See [Issue 2: Layout](#) (PDF) for more.

Document control

- As soon as you upload a document to an editing site or document library, it can be found by search engines.
- A replacement document must have **exactly the same name** as the old document it's replacing.
- Use meaningful words in file names. Avoid spaces, symbols and special

characters.

See [Issue 3: Document control](#) (PDF) for more.

Tool tips

- A tool tip is text that appears when you hover your mouse over a link or image.
- Tool tips make web pages more accessible to users with disabilities or special needs, and make it easier for search engines to find your pages

See [Issue 4: Tool tips](#) (PDF) for more.

Accordions

- An accordion is a panel that can be opened or closed to show or hide content.
- Use accordions to make your page shorter, helping users to scan the page and choose what they want to read.

See [Issue 5: Accordions](#) (PDF) for more.

Tabs

- Tabs help you divide the page into two or three sections.
- Tabs split the main page into major categories, while accordions are used to divide a topic into multiple smaller pieces.

See [Issue 6: Tabs](#) (PDF) for more.

Images

- Images should add visual interest to your web page or illustrate a concept or process.
- Use images that show people doing things or in situations that complement the topic of your page, and don't look like stock photos.
- Make sure your images are not too big.

See [Issue 7: Images](#) (PDF) for more.

Search engine optimization

- Search engine optimization (SEO) is about helping search engines (such as Google) understand and present your content.
- Search engines reward well-written and organized web pages.
- Once you have good, relevant content, focus on links, headings and images to improve your SEO.

See [Issue 8: Search engine optimization](#) (PDF) for more.

Audience focus

- Know your audience before creating your content. What does your audience need?
- Use the right tone for your audience and subject matter.
- Write in plain English.

See [Issue 9: Audience focus](#) (PDF) for more.

What would you like to know?

If there are any topics you would like us to cover in future editions of the Tip Jar, please let us know at webhelp@phsa.ca.

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